

Igor Ginzburg

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It's never about the interface. It's about the human on the other side of it.

Founding Product Designer and Design Engineer with 15+ years taking SaaS and digital products from idea to scale. Currently open to founding-style roles at early-stage teams.

I work at the intersection of strategy, UX, AI-powered workflows, and hands-on execution, combining product thinking, visual design, vibe coding, and rapid prototyping to move ideas into reality fast.

More than design execution, I operate as a strategic product partner who creates clarity, momentum, and scalable systems that move products forward.

EXPERIENCE

Flowform LLC, Founder & Principal Product Designer

2017 – Present

- Founded a boutique design studio embedded as a founding-style design + product partner with growth-stage and enterprise teams.
- Shipped end-to-end product work for 20+ clients including Walmart, Adobe, Kard (fintech), WarrCloud (auto warranty SaaS), and MyUS, driving launches, accelerating roadmaps, and unlocking new revenue surfaces.
- Elevated product quality and customer experience by aligning user needs, business goals, and technical feasibility, helping clients move from fragmented flows to scalable, conversion-ready experiences.
- Compressed design-to-production cycles by integrating AI-powered workflows, vibe coding, and rapid prototyping, turning ideas into testable products in days rather than weeks.
- Built design systems and operational structure that raised design maturity, sped up delivery, and gave client teams a foundation to grow on.

Megastar (Mobile Talent Platform), Lead Product Designer

2016 – 2017

- Owned end-to-end UX, UI, and visual design for a global digital talent competition platform launching on iOS and Android.
- Established the visual design system and brand identity that anchored the cross-platform launch and supported early user acquisition.
- Shaped product flows that drove engagement and retention across a global creator audience.

Groupon, Product Designer

2014 – 2016

- Redesigned the merchant onboarding experience for the Self-Service Deal Creation Tool, removing friction and significantly increasing merchant sign-ups onto the Groupon platform.
- Reshaped the end-to-end onboarding flow, replacing a sales-led intake with a smooth self-serve path that reduced drop-off and freed up sales operations.
- Designed Merchant Pages and Groupon To Go delivery experiences, expanding Groupon's B2B and on-demand footprint.

SKILLS

- Product Design (0-to-1)
- UX Strategy & Architecture
- Design Engineering
- Rapid Prototyping
- AI-Powered Workflows
- Vibe Coding
- Design Systems
- Visual Design & Branding
- Cross-Platform Design
- Strategic Product Partnership

TOOLS

- Figma (Expert)
- Claude / Claude Code
- Codex
- ChatGPT
- Webflow
- Adobe Creative Suite
- HTML / CSS / Tailwind

LANGUAGES

- English (Professional)
- Hebrew (Native)
- Russian (Native)

SmartRecruiters (HR SaaS), Product Designer

2014

- Designed enterprise recruitment workflows (social integrations, news feeds, notifications, messaging, and job lists) supporting customer expansion across global HR markets.
- Translated complex business requirements into intuitive experiences that drove enterprise adoption.

SELECTED PROJECTS

Kyndr, 0-to-1 Social Media App

Flowform engagement

- Designed a new social media app end-to-end from the ground up, defining the visual system, core product flows, and brand identity.
- Redesigned the onboarding experience and shipped new community engagement features, lifting onboarding and engagement rates by 60%.
- Scaled the product's UX architecture to support sustained engagement and continued user growth as the app expanded.

Earlier Experience

2008 – 2013

- Lead UX, UI & Visual Designer at YouWowMe (WowApp), shipping cross-platform Mac, Windows, iOS, and Android experiences and the full brand system from zero to launch.
- Senior GUI Designer at AOL / ICQ Instant Messaging, leading UI and visual design for ICQ 7.0 (millions of users globally) and managing designers across Windows and Mac.

EDUCATION

B.A. Interactive Product Design & Visual Communication

Graduated 2008, Shenkar College of Engineering & Design, Israel

- Specialized in interaction design, digital media, and HCI.
- Built strong foundations in user-centered design and product design methodology.

PRESS & RECOGNITION

- EUROPRIX Multimedia Top Talent Award, Nominee. Ranked Top 21 of 278 global candidates for the Chafi mobile interaction design project.
- Featured by Reuters and international media for innovative mobile interaction design.